

Calendar Year 2010 Proposed HAVA Outreach Budget (Primary and General Elections)

Outreach Publications (Printing and Production)

Voter's Bill of Rights	\$	3,500.00
Voter's Bill of Rights (Spanish)	\$	2,500.00
Chute Poster	\$	1,100.00
Chute Poster (Spanish)	\$	500.00
Election Day Handbook	\$	25,000.00
Indiana Voter Information Guide	\$	21,000.00
Indiana Voter Information Guide (Spanish)	\$	5,000.00
www.IndianaVoters.IN.gov (magnet)	\$	4,000.00
5 Things Election Day Post Card	\$	12,500.00
Military and Overseas Voter's Guide	\$	8,000.00
Poll Worker Information Guide	\$	4,200.00
Donate for Democracy	\$	2,600.00
Election Day Live Publication	\$	6,500.00
Poll Worker Training Video	\$	1,000.00

Publications Total

\$ 97,400.00

Outreach

Train the Trainer Workshops		
March	\$	500.00
September	\$	500.00
		\$ 1,000.00
Outreach and Event Marketing		
Coordinator Travel	\$	5,500.00
Registration Fees	\$	10,000.00
		\$ 15,500.00
Outreach Mailings		
Library	\$	500.00
Long Term Care Facilities	\$	500.00
FSSA	\$	750.00
DWD	\$	750.00
OFBCI	\$	4,000.00
Colleges	\$	2,000.00
		\$ 8,500.00
New Voter Postcard		
Mailing Primary	\$	30,000.00
Mailing General	\$	50,000.00
		\$ 80,000.00

Outreach Total

\$ 105,000.00

Advertisement

New PSA/Ad Production		
Production	\$	2,000.00
Hosting	\$	500.00
		\$ 2,500.00
Media Campaign Primary		
Targeted TV, Radio, Print	\$	200,000.00
Transit	\$	45,000.00
		\$ 245,000.00
Media Campaign General		
Targeted TV, Radio, Print	\$	400,000.00
Transit	\$	50,000.00
		\$ 450,000.00

Advertisement Total

\$ 697,500.00

TOTAL	\$ 899,900.00
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